



# ANNUAL SURVEY REPORT 2020

## Downtown Oshawa BIA

Email: [admin@downtownoshawa.ca](mailto:admin@downtownoshawa.ca)

Website: [www.downtownoshawa.ca](http://www.downtownoshawa.ca)

Tel: (905) 576-7606

## TABLE OF CONTENTS

INTRODUCTION TO THE BIA _____	3
What Is The BIA? _____	3
Our Objectives and Initiatives _____	3
SURVEY INTRODUCTION _____	4
Purpose of Survey _____	4
Distribution Methods _____	4
RESULTS _____	5
Overview _____	5
Business Survey Quick Facts (top results) _____	5
Resident Survey Quick Facts (top results) _____	7
Covid-19 Quick Facts (top results) _____	9
ANALYSIS OVERVIEW _____	11
Successes _____	11
Limitations _____	11
Extreme Concerns _____	11
What Businesses Want _____	11
What Residents Want _____	11
Moving forward _____	12
Action with Results _____	12
Next Year's Survey _____	12

## INTRODUCTION TO THE BIA

### What Is The BIA?

A Business Improvement Area (BIA) is an association of commercial property owners and tenants within a defined area who work in partnership with the City to create thriving, competitive, and safe business areas that attract shoppers, diners, tourists, and new businesses.

We are supported by a diverse and dedicated team of volunteers and sponsors that live and work within the Oshawa Downtown BIA boundaries.

### Our Objectives and Initiatives

- To beautify, enhance and preserve the downtown core of the City of Oshawa including our cultural assets and historical buildings.
- To develop opportunities that showcase and strengthen the ODBIA member community thus creating economic development and jobs.
- To promote and market the Oshawa Downtown area as a destination to shop, dine, work and visit.
- To create pride in the community with safe, well-maintained, and friendly streets.
- To enhance the quality of life through a sense of belonging.
- To promote economic and community well-being in Downtown Oshawa by supporting and celebrating the heart and spirit of local businesses and entrepreneurs.



## SURVEY INTRODUCTION

### Purpose of Survey

The purpose of this survey is to understand resident and business areas of improvement which the BIA has control of. The BIA also wants to be able to compare and analyze prior year's reports and conduct proper operations to help BIA members and Downtown Oshawa. This may include marketing, consulting studies, and design work with the municipal council.

### Distribution Methods

- Link sent through email to business owners and residents.
- Link posted on social media (Facebook, Twitter, LinkedIn).
- A hard copy was delivered to business owners without email.



## RESULTS

The results found within this document provide an overall analysis of the annual business and resident survey results. For complete results please contact [admin@downtownoshowa.ca](mailto:admin@downtownoshowa.ca)

*\* Note: the majority of questions asked allowed respondents to pick multiple answers therefore not all results total 100%*

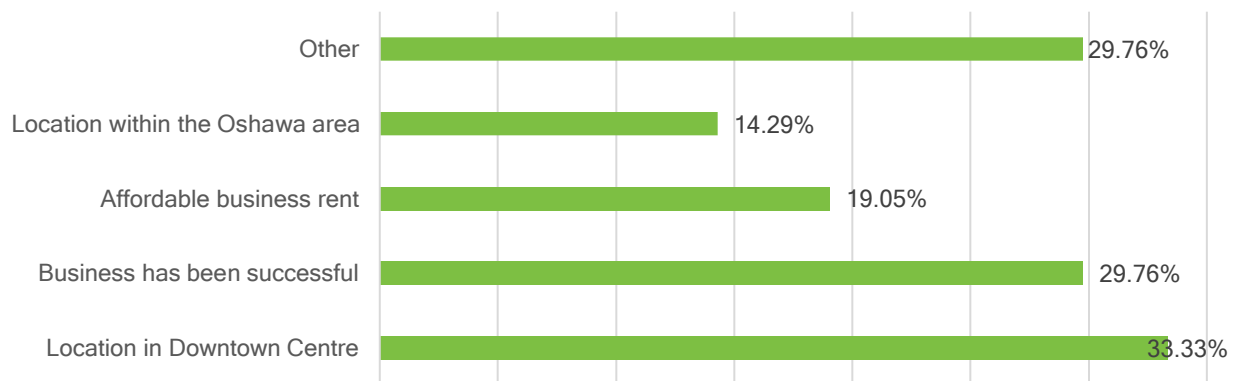
### Overview

*Business Survey participation saw an increase of 29% from 2019 while the Residence Survey participants saw a decrease of 45% from 2019.*

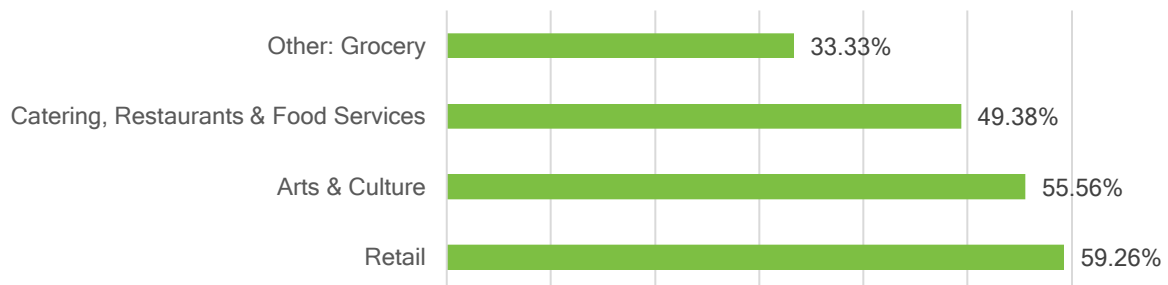
	Business Survey	Residents Survey	Total Survey Count
Responses	100	107	207
Completed	59	80	139
Incomplete	41	27	68
Average completion time	27:56	13:44	Not applicable

### Business Survey Quick Facts (top results)

1. What has influenced your decision to keep your business in Downtown Oshawa?



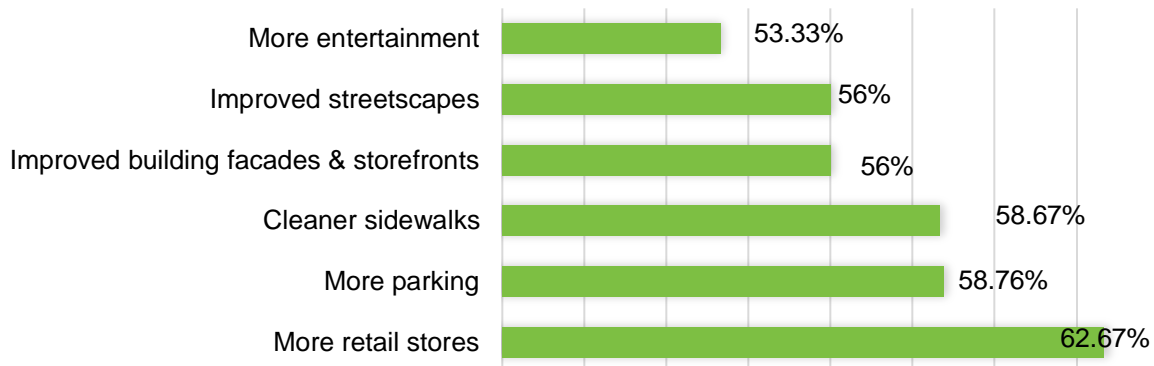
2. What types of businesses do you think would enhance Downtown Oshawa?



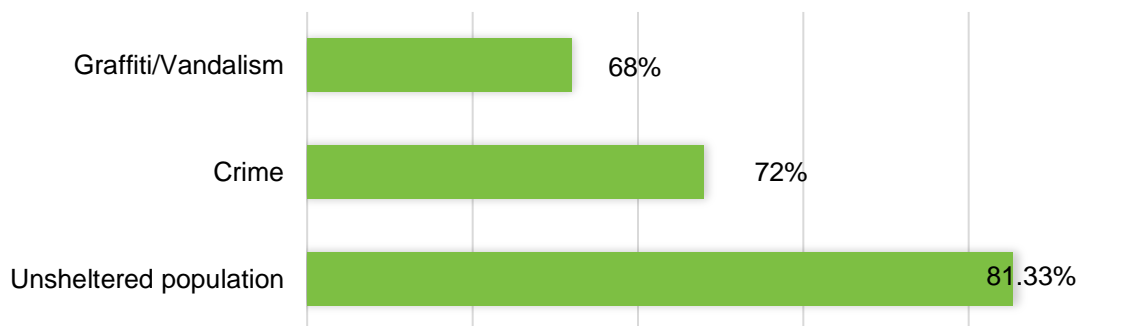
### 3. What learning events would be helpful for growing your business and staff?



### 4. What do you think would improve a visitor's experience when visiting Downtown Oshawa?



### 5. Concerns about Downtown Oshawa?

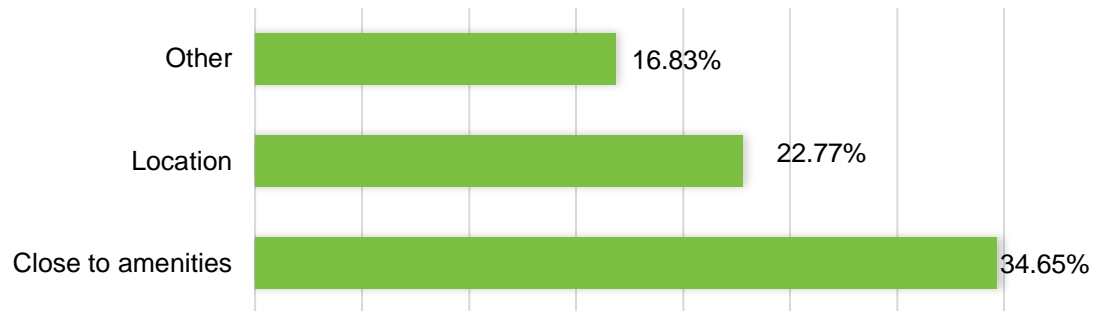


### 6. Most successful BIA-lead events:

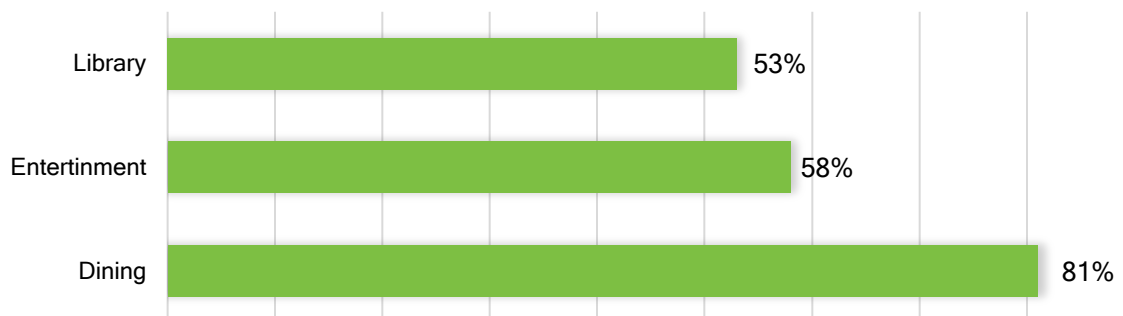
- Kars on King
- Bikes on Bond

## Resident Survey Quick Facts (top results)

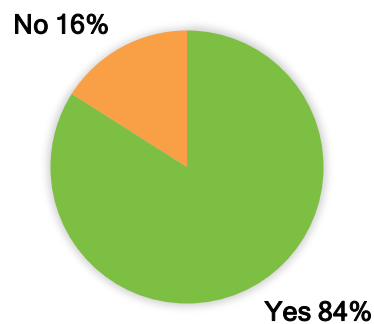
1. Why do you choose to live in Downtown Oshawa?



2. What amenities do you use in Downtown Oshawa?



3. Are there any opportunities to increase the sense of community in Downtown Oshawa?



4. What type of businesses and/or services do you think would improve Downtown Oshawa?

- Help for the unsheltered population
- Grocery store
- Restaurants/Retail
-

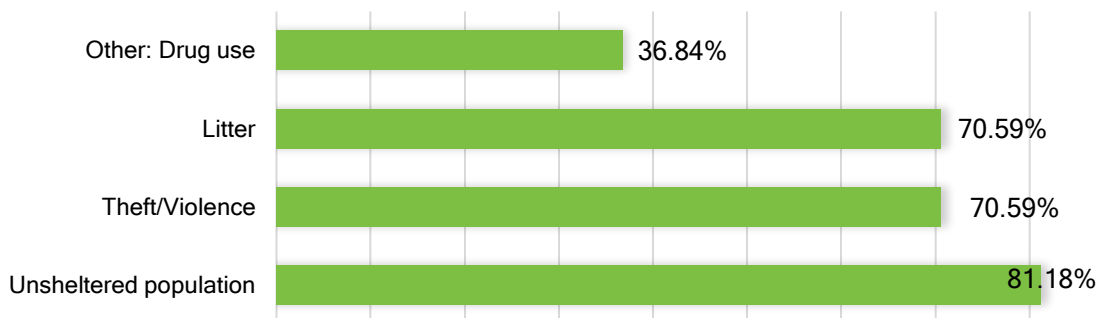
### 5. Favourite Downtown Oshawa events:



### 6. Events or ideas suggestions for Downtown Oshawa:

- Live music/street concerts
- Food, art and culture related events

### 7. Concerns about the condition of Downtown Oshawa:



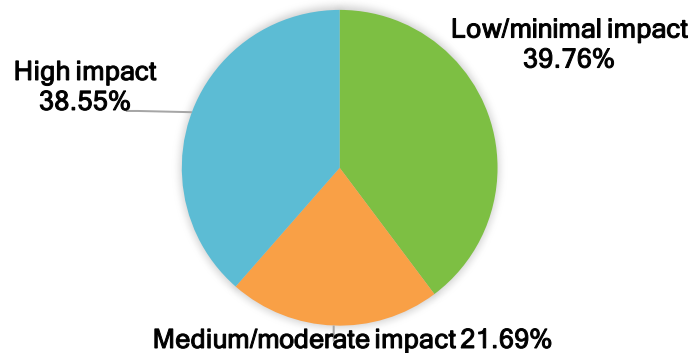
### 8. Safety concerns about living in Downtown Oshawa:

- Unsheltered population
- Drugs
- Theft



## Covid-19 Quick Facts (top results)

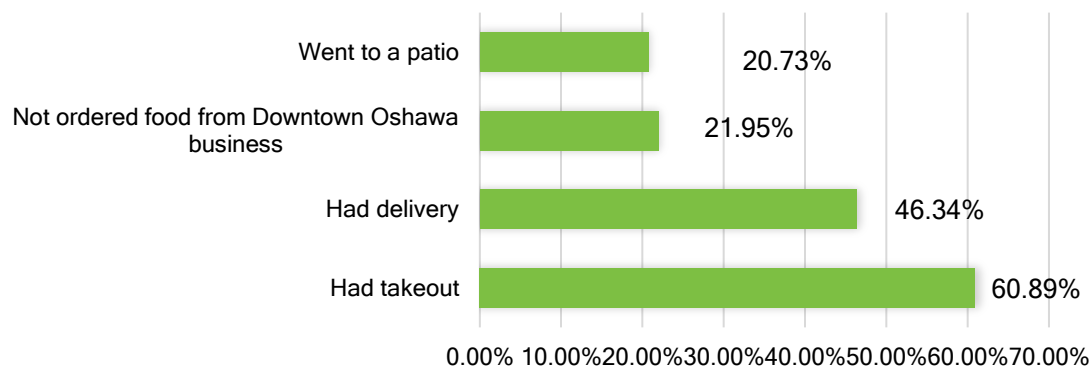
1. Impact on residents coming to Downtown Oshawa:



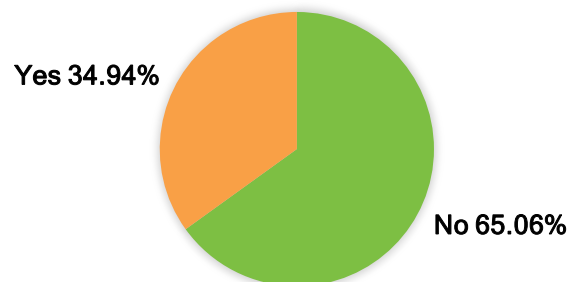
2. Ideal COVID-19 precautions or changes moving forward:

- Masks
- Free parking
- Cleaning

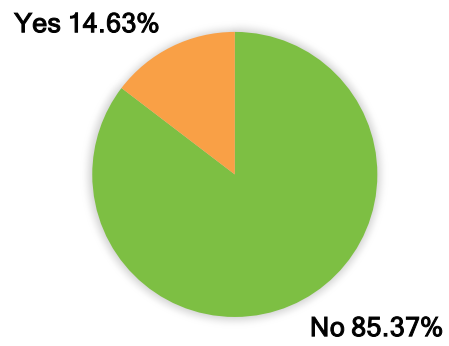
3. Food ordering status during COVID-19:



4. Did you have difficulty scheduling or going to services in Downtown Oshawa?



5. Did you purchase from an online store during COVID-19?



## ANALYSIS OVERVIEW

This analysis is based on the results of the full survey.

### Successes

- Events are fairly well-received, especially Kars on King
- Many residents ordered delivery/take-out from Downtown Oshawa businesses
- Promoting Downtown Oshawa as a place to eat

### Limitations

- Communication
- Promoting Downtown Oshawa as a place to play and shop
- Beautification, revitalization & maintenance of Downtown Oshawa

### Extreme Concerns

- Unsheltered population
- Private security contracts
- Parking

### What Businesses Want

- More retail stores
- More grocery stores
- More parking
- Clean sidewalks

### What Residents Want

- More retail stores
- More grocery stores
- More music/arts events & street festivals



## MOVING FORWARD

### Action with Results

- √ The Downtown Oshawa BIA should continue to emphasize its local food businesses, encourage residents to shop local, and host events in the downtown core.
- √ The main concern from these surveys was the unsheltered population. The BIA will continue looking into solutions for the unsheltered population and advocating for the members.
- √ Business owners would benefit from specific workshops (ex. utilizing social media & sales/marketing strategies).
- √ Many business owners were not aware of the financial programs and business recruitment programs that the BIA assisted in. Communications regarding these programs has now increased and will become more accessible in the future.
- √ Residents would love to see events incorporating music, food, and arts & culture. The BIA evaluates the value of current events for all members and is partnering with other parties when possible to bring a variety of events to the downtown.

### Next Year's Survey

Next year's survey would be more effective if it were shorter. There were many incomplete responses in the longer business owner survey, as opposed to the resident survey. Many business owner respondents dropped out of the survey at the COVID-19 section.

It would also be valuable for next year's survey to gather more thoughts on how residents would implement change, rather than just noting their current thoughts. This was done well with probing respondents for new events, and would be beneficial to do the same with topics such as communication methods and beautification efforts.

